

AI obtaining from the remote user demographic characteristics including at least one of a postal zip code associated with the user and a state in which the user resides.

3. (amended) The method of claim 1 further including the step of:

associating the device ID with a remote client system.

~~Pub 2~~ 4. (amended) The method of claim 3 further including the step of:

generating a printed version of one of the transmitted coupons at the remote client system.

5. (amended) The method of claim 3 further including the step of:

transmitting a request from the client system to the server system to perform said selecting step wherein the request includes the device ID.

6. (amended) The method of claim 5 wherein said request transmitting step includes the substep of:

automatically including the device ID in the request without any intervention by a remote user of the client system.

7. (amended) The method of claim 5 wherein said request transmitting step occurs automatically without any intervention by a remote user.

8. (unamended) The method of claim 7 wherein said request transmitting step occurs at predetermined intervals.

9. (unamended) The method of claim 3 wherein the remote client system operates in accordance with an operating system characterized by a graphical user interface (GUI), said method further including the steps of:

displaying an icon visible to the user in a first display state; and,

displaying the icon in a second display state different from the first display state when a new coupon are available for the user.

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10. (unamended) The method of claim 9 wherein the second display state is a flashing display state.

11. (unamended) The method of claim 3 wherein said transmitting step includes the substeps of:

encrypting coupon data corresponding to the selected coupons at the server system in accordance with a server system encryption strategy; and,

sending the server-encrypted coupon data to the client system.

12. (unamended) The method of claim 11 further including the step of:

receiving the server-encrypted coupon data at the client system;

encrypting the server-encrypted coupon data in accordance with a client system encryption strategy to thereby generate doubly-encrypted coupon data; and,

storing the doubly-encrypted coupon data on the client system.

13. (unamended) The method of claim 12 further including the steps of:

decrypting the doubly-encrypted coupon data at the client system; and,

generating a printed version of one of the selected coupons at the remote client system.

14. (unamended) The method of claim 3 further comprising the steps of:

transmitting advertising data to the client system; and,

displaying at least a portion of the transmitted advertising data on a display portion of the remote client system.

15. (unamended) The method of claim 14 wherein the advertising data comprises a plurality of advertising impressions, and, wherein said displaying step comprises the substep of:

selecting one of the plurality of advertising impressions as a function of a selected subcategory of coupons available on the remote client system

16. The method of claim 3 further comprising the steps of:
detecting events occurring at the remote client system;
storing the detected events in a user history file; and,
transmitting the user history file to the server system.

19 17. (amended) 18 The method of claim 16 wherein said detecting step includes the substeps of:

A2 determining when one of [the] a plurality of advertising impressions has been displayed on a display portion of the remote client system; and,

determining a sponsor identification of the advertising impression.

18. The method of claim 16 wherein the storing step comprises the substep of:

encrypting the detected events to thereby generate encrypted user event information; and,

writing the encrypted user event information to the client system.

19. A coupon distribution system, comprising:

means for collecting device information from a device of a remote client system without obtaining information sufficient to specifically identify the user;

means for associating a device ID with the device information at a main server system;

means for selecting coupons according to the device ID to thereby identify coupons appropriate for a user; and,

A3 means for transmitting the selected coupons from the server system to the client system.

20. The system of claim 19 wherein said collecting means includes means for obtaining from a remote user demographic characteristics including at least one of a postal zip code associated with the user and a state in which the user resides.

21. The system of claim 20 further including means for associating the device ID with the remote client system.

put pb 22. A method of secure electronic coupon distribution comprising the steps of:

collecting device information from a device on a network;